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The Rose Kennedy Greenway Conservancy Tracked a Record 853,000 Visitors in 2013

March 17, 2014 – BOSTON, MA – The Rose Kennedy Greenway Conservancy (www.rosekennedygreenway.org) announced today that destination visits to the Greenway topped 853,000 in 2013, making the Greenway one of the most-visited attractions in Massachusetts.

“Visitors from near and far are coming to the Greenway for a growing number of affordable and free experiences,” said Charlie McCabe, Director of Public Programs. “There’s something for everyone to enjoy on the Greenway - from splashing in one of our seven water features and taking a spin on the Boston-inspired Greenway Carousel, to exploring farmers and artisan markets and roaming the organically maintained lush lawns and landscaping.”

Visitors are seeking out the Greenway! In 2013, overall attendance at Greenway events and Mobile Eats increased by 150,000 over 2012. Following is a snapshot of the Greenway by the number of visitors in 2013:

- * 353,000 were served by Mobile Eats vendors — including Clover, Bon Me, Mei Mei Street Kitchen.
- * 292,000 visitors attended Park events including the Boston Local Food Fest, Food Truck Throwdown, and fitness classes.
- * 157,000 visited the Rings Fountain and other water features.
- * 51,000 individuals of all ages bought tickets to ride the new Greenway Carousel during its first season of operation (September – December 2013).
- * Millions of commuters coming and going to their destinations enjoyed the Greenway’s plazas, gardens, lawns, and public art.

The Conservancy has tracked attendance since it took on programming, operations and maintenance of the 15 acre, 1.5 mile long Greenway in February 2009. Attendance has shown steady increases as more events, programs, Wifi and food vending have been added and offerings expanded.

“The Greenway is increasingly serving as the spine for downtown,” said Jesse Brackenbury, Executive Director. “A visit to the Greenway often includes exploration of the New England Aquarium, the Harbor Islands, the Institute of Contemporary Art, the Children’s Museum, or the North End. We look forward to adding more reasons to visit the Greenway District as the area continues to develop — public art in the park, the opening of the Boston Public Market, and cafes along the edges.”

The Rose Kennedy Greenway expects the trend of increased visitors to continue in 2014. The Conservancy's Mobile Eats season begins April 1st with 15 new vendors for a total of 30 trucks and trikes. The Greenway Carousel opens for its first full season on April 11th and the event calendar will again feature favorites like the Dewey Square Farmers Market, the Greenway Open Market, and dozens of fitness classes, along with more opportunities for volunteers than ever. The Greenway's seven water features will be turned on in mid-May. The Greenway is ready for spring!

About The Rose Kennedy Greenway and Conservancy

The Rose Kennedy Greenway is a mile-and-a-half of contemporary parks in the heart of Boston. It is a roof garden atop a highway tunnel that connects people and the city with beauty and fun. The non-profit Conservancy maintains, programs, and improves the Greenway on behalf of the public and in partnership with the Commonwealth of Massachusetts.

GreatNonProfits.org included the Conservancy in its 2012 and 2013 lists of Top Rated organizations, based on public reviews. Then Boston Mayor Thomas Menino awarded the Conservancy a 2013 Greenovate Award for its sustainability practices. BostInno named the Greenway as one of the 2013 "50 on Fire" for Arts & Entertainment.

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